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Newest Wave Of Smoker Research:  
Low tar/good taste combination gives MERIT  
3 to 1 preference over high tar brands.

# Merit Sweeps Tar/Taste Test!

Not measured

Smokers find the taste of low tar MERIT matches that of high tar cigarettes.

New taste tests with thousands of smokers prove it.

**Proof:** A significant majority of smokers rate MERIT taste as good as—or better than—leading high tar brands. Even cigarettes having twice the tar!

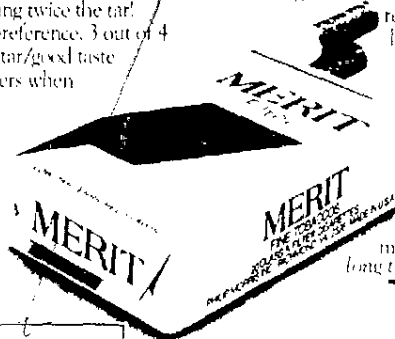
**Proof:** Of the 95% stating a preference, 3 out of 4 smokers chose the MERIT low tar/good taste combination over high tar leaders when tar levels were revealed.

MERIT smokers rate low tar MERIT satisfying taste alternative to high tar brands.

New national smoker study results prove it.

**Proof:** The overwhelming majority of MERIT smokers polled feel they don't sacrifice

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taste in switching from high tar cigarettes.

**Proof:** 96% of MERIT smokers don't miss former high tar brands.

**Proof:** 9 out of 10 enjoy smoking as much since switching to MERIT, are glad they switched, and report MERIT is the best tasting low tar they've ever tried.

You've read the results. The conclusion is clearer than ever.

MERIT delivers a winning combination of taste and low tar.

A combination that seems to be attracting more and more smokers every day and more importantly—satisfying them long term.

## MERIT

Kings & 100's

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 8 mg "tar," 0.6 mg nicotine—  
100's: 11 mg "tar," 0.7 mg nicotine—  
av. per cigarette, FTC Report May '78

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